WPTV

ORDER

Flight Dates **09/04/12-09/10/12**

	Order Sep 00:20:00
Product	Estimate # **1686**
Contract / Revision **309699** /	**Obama for America** Alt Order #
Original Date / Revision	Billing Type Cash
08/30/12 08/31/12	Agency Com 15% Order Type GENERAL
	Billing Contact Billing Cycle EOM/EOC
Advertiser **Obama / Democrat / Preside**	Billing Calendar BROADCAST
	1010 Wisconsin Avenue - Suite #80
	Washington, DC 20007 Demographic A35+
Agency **GMMB Inc**	Rev Codes POL POL CAND
Buying Contact	Product Codes PL
	Sales Office EWSDC Priority FX
1010 Wisconsin Avenue - Suite #80	Sales Region NAT Advertiser Ref
Washington, DC 20007	Agency Ref 2

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %   Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	16	$15,257.50	$17,950.00	0.00
Totals	16	$15,257.50	$17,950.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/10/12	16	$15,257.50	$17,950.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	09/04/12	09/10/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	1	$400.00	P-3	0.00 NM	1	$400.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/04/12	09/10/12	MTWTF--	1	$400.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WPTV	09/04/12	09/10/12	M-F 11-12n M-F 11-12n	CM	11a-12p	MTWTF--	:30	5	$425.00	FX	0.00 NM	5	$2,125.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/04/12	09/10/12	MTWTF--	5	$425.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 4	WPTV	09/04/12	09/10/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	:30	2	$450.00	P-1	0.00 NM	2	$900.00

WPTV

Contract / Revision	**309699**	Flight Dates	**09/04/12-09/10/12**	Hiatus Dates	
Original Date / Revision	08/30/12 /	08/31/12		Order Sep	00:20:00

Advertiser	**Obama / Democrat / Presid**	Product	**Obama for America**	Estimate #	**1686**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 4	WPTV	09/04/12	09/10/12	M-F 4p-5p	CM	4-5p	MTWTF--	:30	2	$450.00	P-1	0.00 NM	2	$900.00
				M-F 4p-5p										

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/04/12	09/10/12	MTWTF--	2	$450.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 5	WPTV	09/04/12	09/10/12	M-F 530-6p	CM	530-6p	MTWTF--	:30	1	$650.00	P-1	0.00 NM	1	$650.00
				M-F 530-6p										

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/04/12	09/10/12	MTWTF--	1	$650.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 6	WPTV	09/04/12	09/10/12	M-F 7-730p	CM	7-730p	MTWTF--	:30	2	$950.00	FX	0.00 NM	2	$1,900.00
				M-F 7-730p										

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/04/12	09/10/12	MTWTF--	2	$950.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 7	WPTV	09/10/12	09/10/12	Monday Prime C	CM	10-11p	M------	:30	1	$1,800.00	P-1	0.00 NM	1	$1,800.00
				Monday Prime C										

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/04/12	09/10/12	M------	1	$1,800.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 8	WPTV	09/09/12	09/09/12	NFL Pregame	CM	4-10p	------S	:30	1	$1,450.00	FX	0.00 NM	1	$1,450.00
				NFL Pregame		(7:00 PM-8:15 PM)								

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/04/12	09/10/12	------S	1	$1,450.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 9	WPTV	09/04/12	09/10/12	M-F 11-1135p	CM	11-1135p	MTWTF--	:30	1	$725.00	P-1	0.00 NM	1	$725.00
				M-F 11-1135p										

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/04/12	09/10/12	MTWTF--	1	$725.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 10	WPTV	09/05/12	09/05/12	NFL Game	CM	4p-12a	--W----	:30	1	$5,000.00	P-1	0.00 NM	1	$5,000.00
				NFL Opening Night										

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/04/12	09/10/12	--W----	1	$5,000.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 11	WPTV	09/09/12	09/09/12	NFL Game	CM	4p-12a	------S	:30	1	$3,000.00	P-1	0.00 NM	1	$3,000.00
				NFL Sunday Night										

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/04/12	09/10/12	------S	1	$3,000.00	0.00

Totals   16 $17,950.00